



Auckland Branch

February 2016

CDANZ Book Review	
Author(s)	Susan Basalla and Maggie Debelius
Title	<i>"So What Are You Going to Do with That?"</i>
ISBN	13:978-0-226-20040-8
Date	2001, 2007, 2015
Publisher	The University of Chicago press, Chicago 60637
Country	United States of America
RRP	\$22.00 (Book Depository)
Stockists	As above
Ordering Information	

Reviewer:	Kaye Avery, FMCDANZ
Overview:	<p><i>"So what are you going to do with that?"</i> is a straightforward, insightful and accessible book that addresses the complexities of being a PhD graduate or an academic who is looking to utilise their qualifications and expertise outside of academia.</p> <p>Many people for whom this book is written may not have previously accessed career counselling services simply because the issues and career prospects for PhDs have only recently changed from certain employment in academic settings to no certainty at all. With a proliferation of PhD graduates the attainment of a PhD no longer offers a certain pathway to career success.</p> <p>It is a book for both the practitioner and the client.</p>
Key ideas:	Rethinking life after obtaining a PhD; re-busting the myths about post-academic careers; making good use of skilled career counsellor/coaches and offering the practical aspects such as writing a commercial CV and translating experience into stories that demonstrate the ability to add value.
Content:	This is the third and revised edition of a very successful book with topics ranging from what career counselling offers, to identifying transferable skills, to discussing interview techniques. It explores the changing context of academia and the relevance of high level qualifications in the commercial world. It confidently embraces the deep emotional sense of the 'lost-ness' that happens to people who have invested years of study to find themselves "unemployable" or at a loss as to where they can apply their intelligence and learning.
Activities:	There are many case studies of people who, with the help of their counsellor/coach, were able to shift from a sense of hopelessness to having greater hope and an ability to draw the links between adding value in an academic environment to positioning their value for a commercial role.
Final Comments:	<p>This is a book that career practitioners could recommend to PhD graduates or doctorate clients. It's an extremely useful book for any practitioner as it helps to get inside the "issues" of clients who are highly qualified yet for whom applying for roles in the commercial work is like stepping into the vast unknown – a daunting prospect. These are people who are not able to find a place in academia; those who have been restructured out of academia or those wishing to move into a commercial environment within which they might apply their study/expertise.</p> <p>What I liked about this book is that it normalises this kind of situation. More importantly, in a world where academic careers are diminishing, it empowers the reader to move toward a life/identity different to that envisaged when undertaking their study to one that could also offer fulfilment and choice.</p>

Sadly however, within your heart of hearts, you already know that no amount of wishing, wanting, or hoping is going to create the kind of meaningful and permanent changes you need. So What Are You Going To Do? Here is where it becomes so very important that you carve out some sacred time to get quiet and be brutally honest with yourself about where you sense you have been creating your present life from a place of deep inner fear. Common fears include the fear of failure, success, being judged, not being beautiful, young, educated, or otherwise good enough. What Are You Going to Do with Your Life? is the eighth studio album by the English rock band Echo & the Bunnymen. The album saw the departure of bassist Les Pattinson from the group, partly due to disagreements with vocalist Ian McCulloch; McCulloch and the remaining band member, guitarist Will Sergeant, subsequently recorded the record with session musicians. The London Metropolitan Orchestra provided backing music and the American alternative hip hop band Fun Lovin' Criminals appeared as guest. What other items do customers buy after viewing this item? "So What Are You Going to Do with That?": Finding Careers Outside Academia, Third EditionPaperback. Susan Basalla. 5.0 out of 5 stars 6. \$16.00. "So What Are You Going to Do with That?": Finding Careers Outside AcademiaPaperback. Susan Basalla. What if, while one is ensconced in a six-year art history doctoral program, the idea of a career in academia loses its luster? Susan Basalla and Maggie Debelius have been there, and they've used their Ph.D.s in English from PrincetonAlong with the additional confidence and skills their degrees have providedAto open doors into different (and higher-paying) careers. In "So What Are You Going to Do with That?"